



The Vitamin Marketing Experts
March 9, 1998

Dr. Elizabeth Yetley
Director of the Office of Special Nutritionals
Division of Programs and Enforcement Policy
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street
HFS-455
Washington, D.C. 20204

Dear Dr. Yetley:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21 U.S.C. 343(r)(6) of the Federal Food, Drug and Cosmetic Act of statements of nutritional support which have been made on the label and/or in the labeling in connection with the marketing of the dietary supplement FAMILY ESSENTIALS™ WITH REFERENCE TO ANY CLAIM CONCERNING THE MINERAL CALCIUM. FAMILY ESSENTIALS™ WITH REFERENCE TO ANY CLAIM CONCERNING THE MINERAL CALCIUM were first marketed with this statement of nutritional support on Friday, March 6, 1998. The statement of nutritional support is as follows:

"For Juniors added calcium is essential to growth as it helps develop strong bones and teeth".

Very truly yours,

MASON VITAMINS, INC.

Sonia C. Rodriguez
VP Marketing & Regulatory Affairs

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STUDIES FOR THE MINERAL CALCIUM CLAIMS

Kunkel M.E. et al; "Comparison of Chemical, Histomorphometric, and Absorptiometric Analyses of Bones of Growing Rats Subjected to Dietary Calcium Stress" *Journal of Am College of Nutrition* 9:633-640, Feb 1990